|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Sun | Mon | Tue | Wed | Thu | Fri | Sat | **NOTES** |
| **JANUARY 2020** |  |  |  | 1 | 2 | 3 | 4 | **1** | New Year's Day |
| 5 | 6 | 7 | 8 | 9 | 10 | 11 |  | Set yearly goals. Upload email list to Facebook. |
| 12 | 13 | 14 | 15 | 16 | 17 | 18 |  | Try HootSuite for scheduling posts. Go Facebook Live. |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 | **20** | M L King Day |
| 26 | 27 | 28 | 29 | 30 | 31 |  |  | Be transparent, share mistake and resolution for the future. |
|  |  |  |  |  |  |  |  | Social shopping with Instagram (business mgr.) |
| **FEBRUARY 2020** |  |  |  |  |  |  | 1 | **2** | Super Bowl |
| 2 | 3 | 4 | 5 | 6 | 7 | 8 | **6-12** | NY Fashion Week |
| 9 | 10 | 11 | 12 | 13 | 14 | 15 | **14** | Valentine's Day |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 | **17** | Presidents' Day |
| 23 | 24 | 25 | 26 | 27 | 28 | 29 | **29** | Leap Day |
|  |  |  |  |  |  |  |  | Create a selfie-friendly zone. Host a caption contest. |
| **MARCH 2020** | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  | Leverage User-Generated Content. Where do they post? |
| 8 | 9 | 10 | 11 | 12 | 13 | 14 | **8** | International Women’s Day |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 | **17** | St. Patrick’s Day |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 | **21** | World Poetry Day |
| 29 | 30 | 31 |  |  |  |  |  | Targeted social ad using Snap, Benefit, Action. |
|  |  |  |  |  |  |  |  | Set Google Alerts for your spa name. Do a Virtual Tour. |

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|  | Sun | Mon | Tue | Wed | Thu | Fri | Sat | **NOTES** |
| **APRIL 2020** |  |  |  | 1 | 2 | 3 | 4 | **10** | Good Friday |
| 5 | 6 | 7 | 8 | 9 | 10 | 11 | **12** | Easter Sunday |
| 12 | 13 | 14 | 15 | 16 | 17 | 18 |  | Check Insta Insights, do more of what works. |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 |  | Make animated social media graphic on Canva. |
| 26 | 27 | 28 | 29 | 30 |  |  |  | Install Grammarly. Post behind-the-scenes. |
|  |  |  |  |  |  |  |  | Put GenBook link on your FB pg (button under cover img.). |
| **MAY 2020** |  |  |  |  |  | 1 | 2 |  | Reach out to an influencer, send them products. |
| 3 | 4 | 5 | 6 | 7 | 8 | 9 |  | Ask influencer to guest post or create video. |
| 10 | 11 | 12 | 13 | 14 | 15 | 16 | **10** | Mother's Day |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 |  | Post FB story. Talk about a cause you & your community love. |
| 24 | 25 | 26 | 27 | 28 | 29 | 30 | **25** | Memorial Day |
| 31 |  |  |  |  |  |  |  | Subscribe to social media blog Mashable or TechCrunch. |
| **JUNE 2020** |  | 1 | 2 | 3 | 4 | 5 | 6 | **5** | Wonder Woman 2 |
| 7 | 8 | 9 | 10 | 11 | 12 | 13 | **7** | National Donut Day |
| 14 | 15 | 16 | 17 | 18 | 19 | 20 |  | Ask a happy client to post a review on their favorite site. |
| 21 | 22 | 23 | 24 | 25 | 26 | 27 | **21** | Father's Day |
| 28 | 29 | 30 |  |  |  |  |  | Post before & after. Share styling tip. Introduce staff. |
|  |  |  |  |  |  |  |  | Host Ask-Me-Anything live session. |